Farm Social Media Advertising Guide

A farm social media advertising guide for farms that want to run paid ads. It lists steps for choosing a goal, audience, budget, and tracking so ad money is used with care.

Farm / unit: _____ Date: _____ By: _____

1. Pick one clear goal
2. Choose the platform
3. Define your audience
4. Prepare photos or video
5. Write a short, honest message
6. Set a small test budget
7. Launch and check results often
8. Respond to comments
9. Review results and adjust

YOUR NOTES

TIP Start with a small test ad and note which audience responds before spending more.